

25-14-01

IN THE U.S. PATENT AND TRADEMARK OFFICE  
Patent Application Transmittal Letter

COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): ( ☒ ) Utility ( ) Design

( ☒ ) original patent application, 23 pgs, inc. cvr

( ) continuation-in-part application

INVENTOR(S): Dirk M. Beyer, Cipriano A. Santos and Bilal Iqbal

TITLE: GLOBAL CAMPAIGN OPTIMIZATION WITH PROMOTION-SPECIFIC CUSTOMER SEGMENTATION

Enclosed are:

(X) The Declaration and Power of Attorney. ( ) signed ( ☒ ) unsigned or partially signed

(x) 5 sheets of drawings (one set) ( ) Associate Power of Attorney

( ) Form PTO-1449 ( ) Information Disclosure Statement and Form PTO-1449

( ) Priority document(s) ( ) (Other) (fee \$ )

CLAIMS AS FILED BY OTHER THAN A SMALL ENTITY				
(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	19 — 20	0	X \$18	\$ 0.00
INDEPENDENT CLAIMS	3 — 3	0	X \$80	\$ 0.00
ANY MULTIPLE DEPENDENT CLAIMS			\$270	\$ 0.00
BASIC FEE: Design (\$320.00 ); Utility (\$710.00 )				\$ 710.00
TOTAL FILING FEE				\$710.00
OTHER FEES				\$
TOTAL CHARGES TO DEPOSIT ACCOUNT				\$

Charge \$ to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

"Express Mail" label no. EL827027777US

Date of Deposit 05/10/01

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Anthony Chou

Typed Name: Anthony Chou

Respectfully submitted,

By William A. Zarbis  
William A. Zarbis

Attorney/Agent for Applicant(s)

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Date: 05/10/01

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